AMENDMENT TO THE CLAIMS

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6. (Currently Amended) A method of formulating alternative programming, comprising:

releasing a plot via a website;

embedding alternative plots into channels;

receiving user votes via the website for the alternative plots;

tabulating the votes; and

based on the tabulation, sending an instruction to switch to an alternate channel for a particular alternative plot;

receiving a batch of program data associated with a program;

scanning the batch of program data to determine how much of the program data will be blocked;

when an amount of blocked program data exceeds a threshold, then blocking the entire program; and

receiving control data comprising control instructions to alter a display screen at coordinates specified by the control data.

7. (Previously Presented) The method of claim 6, wherein sending the instruction comprises sending the instruction to a transmission facility.

8. (Previously Presented) The method of claim 7, further comprising linking the website to the transmission facility such that the instruction is automatically sent based on the tabulated votes.

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9.   (Currently Amended) A system for formulating alternative programming, the system ~~operative to~~ <u>comprising</u>:

        <u>means for releasing</u> ~~release~~ a plot via a website;

        <u>means for</u> embed<u>ding</u> alternative plots into channels;

        <u>means for receiving</u> ~~receive~~ user votes via the website for the alternative plots;

        <u>means for tabulating</u> tabulate the votes; ~~and~~

        based on the tabulation, <u>means for</u> send<u>ing</u> an instruction to switch to an alternate channel for a particular alternative plot<u>;</u>

        <u>means for receiving a batch of program data associated with a program;</u>

        <u>means for scanning the batch of program data to determine how much of the program data will be blocked;</u>

        <u>when an amount of blocked program data exceeds a threshold, then means for blocking the entire program; and</u>

        <u>means for receiving control data comprising control instructions to alter a display screen at coordinates specified by the control data.</u>

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19.   (Currently Amended) The system according to claim 9, further <u>comprising means for</u> ~~operative to~~ sending the instruction to a transmission facility.

20.   (Currently Amended) The system according to claim 19, further <u>comprising means for</u> ~~operative to~~ link<u>ing</u> the website to the transmission facility such that the instruction is automatically sent based on the tabulated votes.

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